

JULY/AUGUST 2002 PROMOTIONS**big sexy hair****BIG SEXY HAIR NEW PRODUCTS OPENER**

- 5-Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz
- 5-Big Sexy Hair Dense Thickening Spray 8.5 fl oz
- 5-Big Sexy Hair Big Shine - Shine Spray 2.5 fl oz
- 5-Big Sexy Hair Flip It Over Full & Wild Spray 4.4 oz

Receive Free*:

- 1 of each product
- 1-Easel Card
- 1-Big Sexy Hair Styling Video
- 10-Sexy Hair Concepts Consumer Brochures

U.S. ONLY

- US Salon Price: \$127.20
- US Salon Value: \$165.14

Save 23%

- CN Salon Price: \$234.25 (CAD)
- CN Salon Value: \$270.60 (CAD)

Save 13%**BIG SEXY HAIR NEW PRODUCTS TRIAL BOX****Purchase:**

- Big Sexy Hair Spray & Play Harder Firm Volumizing Hairspray 10.6 oz
- Big Sexy Hair Dense Thickening Spray 8.5 fl oz
- Big Sexy Hair Big Shine - Shine Spray 2.5 fl.oz
- Big Sexy Hair Flip It Over Full & Wild Spray 4.4 oz

Receive Free:

- 1-Trial Box/POP Display
- 1-Sexy Hair Concepts Consumer Brochure
- US Salon Price: \$25.44
- CN Salon Price: \$42.85 (CAD)

OPP NO.
125,789
(60 SEXY)

SHC 2023

SEE BACK PAGE FOR MORE INFORMATION ON NEW PRODUCTS

ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICE

EXHIBIT 7-1

Deponent	M. Stiller
Date	9/28/04
Rpt.	mg



BIG SEXY HAIR ROOT PUMP PLUS HUMIDITY RESISTANT VOLUMIZING SPRAY MOUSSE WITH \$1.00 SEX SYMBOL HOT CHEEKS (RETAIL)

Purchase:

- 1-Big Sexy Hair Root Pump Plus Humidity Resistant Volumizing Spray Mousse 10.6 oz
- 1-Sex Symbol Hot Cheeks Cheek Stick (Sunburnt or Love Struck*) for \$1.00 (Retail)

- US Salon Price: \$7.75
- CN Salon Price: \$13.10 (CAD)
- US Salon Value: \$14.75
- CN Salon Value: \$24.64 (CAD)
- US Sugg. Retail Price: \$15.50
- CN Sugg. Retail Price: \$21.75 (CAD)
- US Sugg. Retail Value: \$29.50
- CN Sugg. Retail Value: \$40.99 (CAD)

Save 47%

(Products will be shrinkbanded. Stickered for US distribution only. *Color choice not available.)



BIG SEXY HAIR ROOT PUMP VOLUMIZING SPRAY MOUSSE WITH FREE SEX SYMBOL LIP LUBE LIP GLOSS

Purchase:

- 1-Big Sexy Hair Root Pump Volumizing Spray Mousse 10.6 oz

Receive Free:

- 1-Sex Symbol Lip Lube Lip Gloss (Luscious or Boy Bait*)
- US Salon Price: \$6.50
- CN Salon Price: \$10.95 (CAD)
- US Salon Value: \$12.25
- CN Salon Value: \$20.60 (CAD)
- US Sugg. Retail Price: \$13.00
- CN Sugg. Retail Price: \$18.25 (CAD)
- US Sugg. Retail Value: \$24.50
- CN Sugg. Retail Value: \$34.25 (CAD)

Save 47%

(Products will be shrinkbanded. Stickered for US distribution only. *Color choice not available.)



U.S. RUMBLE BOYS

RUMBLE BOYS BULLET PROOF & KNOCKOUT SHAMPOO WITH FREE BAD DAWG WAX

Purchase at a special price:

- 1-Bullet Proof Hairspray 5.3 oz
- 1-Knockout Stimulating Shampoo 8.5 fl.oz

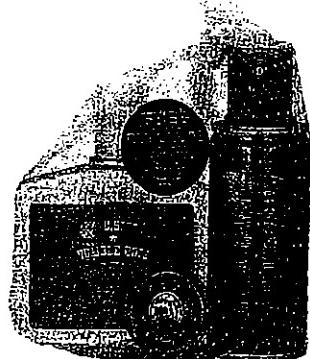
Receive Free:

- 1-Bad Dawg Wax Limited Edition .5 oz
- US Salon Price: \$6.98
- CN Salon Price: \$11.20 (CAD)
- US Salon Value: \$10.96
- CN Salon Value: \$17.45 (CAD)
- US Sugg. Retail Price: \$13.95
- CN Sugg. Retail Price: \$18.65 (CAD)
- US Sugg. Retail Value: \$21.92
- CN Sugg. Retail Value: \$29.10 (CAD)

Save 36%

SHC 2024

(Products will be bagged with hangtag.)



ALL CANADIAN PRICING IS SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SHORT SEXY HAIR HARD UP GEL BONUS SIZE - 100% MORE FREE!**Purchase:**

Short Sexy Hair Hard Up Gel 8.5 fl oz for the 4.2 fl oz Price

- US Salon Price: \$5.25 • CN Salon Price: \$8.85 (CAD)
- US Salon Value: \$10.50 • CN Salon Value: \$17.75 (CAD)
- US Sugg. Retail Price: \$10.50 • CN Sugg. Retail Price: \$14.75 (CAD)
- US Sugg. Retail Value: \$21.00 • CN Sugg. Retail Value: \$29.50 (CAD)

Save 50%**backtoschool bargains****STOCK UP ON LITERS!****BACK TO SCHOOL SPECIAL 2 FOR \$20 RETAIL*****Purchase any of these Shampoo and Conditioner Duos :**

Big Sexy Hair Shampoo & Conditioner Liters

Curly Sexy Hair Shampoo & Conditioner Liters

Healthy Sexy Hair Soymilk Shampoo & Conditioner Liters

Straight Sexy Hair Shampoo & Conditioner Liters

- US Salon Price: \$10.00 • CN Salon Price: \$18.25 (CAD)
- US Salon Value: \$17.50 • CN Salon Value: \$32.00 (CAD)
- US Sugg. Retail Price: \$20.00 • CN Sugg. Retail Price: \$30.50 (CAD)
- US Sugg. Retail Value: \$35.00 • CN Sugg. Retail Value: \$53.30 (CAD)

Save 43%

(*Products will be shrinkbanded. Stickered 2 for \$20 for US distribution only.)

healthy sexy hair**NEW HEALTHY SEXY HAIR SOYMILK MOISTURE SHAMPOO LITER WITH
HEALTHY SEXY HAIR SOYMILK CONDITIONER LITER 2 FOR \$22***

- US Salon Price: \$11.00 • CN Salon Price: \$20.25 (CAD)
- US Salon Value: \$18.50 • CN Salon Value: \$33.95 (CAD)
- US Sugg. Retail Price: \$22.00 • CN Sugg. Retail Price: \$33.75 (CAD)
- US Sugg. Retail Value: \$37.00 • CN Sugg. Retail Value: \$56.50 (CAD)

Save 40%

(*Products will be shrinkbanded. Stickered 2 for \$22 for US distribution only.)

FORMULAS by ECOLY**FORMULAS BY ECOLY LITERS****Purchase your choice of any of these products, 33.8 oz.**

Formulas By Ecoly Papaya Dry Hair Shampoo Liter

Formulas By Ecoly Primrose Daily Shampoo Liter

Formulas By Ecoly Cucumber Oily Hair Shampoo Liter

Formulas By Ecoly Sage Weightless Conditioner and Detangler Liter

- US Salon Price: \$6.00
- US Salon Value: \$10.50-12.00
- US Sugg. Retail Price: \$12.00
- US Sugg. Retail Value: \$21.00-24.00

SHC 2025

Save up to 50%

(*Products will be stickered \$12 for US distribution only.)



7-3

NEW SEXY HAIR

• GET THE FACTS! • GET THE FACTS! • GET THE FACTS! • GET THE FACTS! • GET THE FACTS!

**DENSE THICKENING SPRAY**

- The perfect, non-aerosol spray that thickens and volumizes hair
- Leaves hair extremely soft and FREE of that sticky product feel
- Delivers long lasting volume that's flexible and touchable
- Spray this weightless product into damp hair from roots to ends and blow-dry
- Contains Lavender Extract for lots of extra volume, with Aloe Vera and Evening Primrose Extracts for condition, moisture balance and soothing properties

**SPRAY & PLAY HARDER FIRM VOLUMIZING HAIRSPRAY**

- It's BIGGER, STRONGER and FASTER
- Fights humidity and damaging UV rays
- Faster drying and gives you more volume
- Extra Hydrolyzed Wheat Protein helps to moisturize hair
- Delivers a super shiny finish

**FLIP IT OVER FULL AND WILD SPRAY**

- This is a one of a kind product that brings BIG styling to the next level
- Specifically designed to give you extremely full and wild volume
- Flip your head over, spray onto the underside of dry hair, then scrunch it and tousle it
- Unique formula bonds to the hair for super fullness
- Contains Lavender Extract for lots of extra volume, Aloe and Evening Primrose Extracts for condition, moisture balance and soothing properties
- Also contains Panthenol to thicken the hair shaft

**BIG SHINE - SHINE SPRAY**

- For a BIG finish
- Non-greasy and weightless so it won't flatten your BIG style
- Unique combination of ingredients plus Lemon Extract for ULTIMATE SHINE

CHECK OUT OUR WEBSITE: WWW.SEXYHAIRCONCEPTS.COM • NEW LOOK • NEW LAUNCH • NEW INFORMATION

**SPEAKING OUT AGAINST DIVERSION**

Diversion corrupts our synergy, weakens our strength as opinion leaders, and diminishes our capacity to earn. I, as stylist, salon owner, and manufacturer, am incensed from all perspectives. I don't believe that any manufacturer in our industry is exempt from this attack.

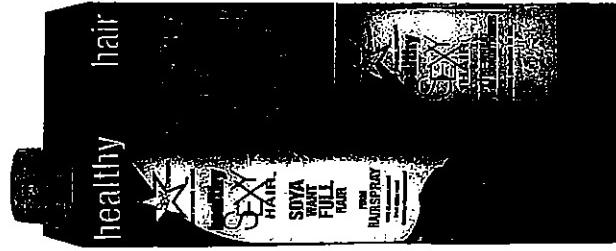
We at Sexy Hair Concepts are committed to:

- Terminate any distributors we find diverting products directly or indirectly
- Ensuring distributors stop shipping to any salons known to be or suspected of diverting products
- Work with other manufacturers to implement procedures which will minimize the ability to divert our product and to trace those responsible
- Do everything in our power to legally stop retailers from selling diverted products

I thank you for your support and hopefully together we can free our wonderful industry from this unfortunate plight.

Michael O'Rourke
Founder and CEO, Sexy Hair Concepts

Healthy Hair



GET HEALTHY FOR A SPECIAL PRICE

Purchase for a special price:

- 1-Straight Sexy Hair Smooth & Seal Aerator Anti-Frizz Spray 8.0 oz
- 1-Straight Sexy Hair Power Straight Temporary Straightening Balm 3.4 fl oz

Save 32% **Save 25%**

(Products will be boxed)



SEX SYMBOL STAR POWDERS

Purchase:

- 2-Wintergreen Star Powders
- 2-24 Carat Star Powders
- 2-Sugar Plum Star Powders

Receive Free:

- Counter Display Box
- US Salon Price: \$84.50
- CN Salon Price: \$108.90 (CAD)
- US Sugg. Retail Value: \$21.50 ea.
- CN Sugg. Retail Value: \$29.95 ea. (CAD)

Save 27%

(Products will be boxed)



FORMULAS BY ECOLY

Purchase:

- 1-Thyme Volumizing Gel-Mousse 7.0 oz

Receive Free:

- 1-Tr-Wheat Leave-In Conditioner 10.1 fl oz
- US Salon Price: \$7.13
- US Salon Value: \$13.83
- US Sugg. Retail Price: \$14.25
- US Sugg. Retail Value: \$27.25

Save 48%

(Products will be boxed)



Selma

PROJECT HAIR

Woolmark

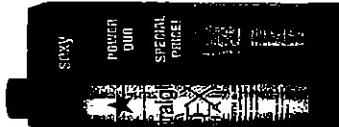
STRAIGHT POWER DUO AT A SPECIAL PRICE

Purchase for a special price:

- 1-Straight Sexy Hair Smooth & Seal Aerator Anti-Frizz Spray 8.0 oz
- 1-Straight Sexy Hair Power Straight Temporary Straightening Balm 3.4 fl oz
- US Salon Price: \$9.48
- US Salon Value: \$13.95
- US Sugg. Retail Price: \$18.95
- US Sugg. Retail Value: \$27.90
- CN Sugg. Retail Price: \$20.00 (CAD)
- CN Sugg. Retail Value: \$38.25 (CAD)

Save 32%

(Products will be boxed)



WHO'S FRIENDS hair

Purchase:

- 1-Hair Spray 10.6 oz
- 1-Healthy Sexy Hair Soya Want Full Hair Hairspray 10.6 oz
- 1-Healthy Sexy Hair Soya Tri-Wheat Leave In Conditioner 10.6 oz

Save 27%

(Products will be boxed)



Selma

PROJECT HAIR

Woolmark

JANUARY 2003 PROMOTIONS

wild hair

GO WILD! STREAK IT! SPIKE IT! STYLE IT! Visit www.wildhair.com

WILD SEXY HAIR METAL HEAD METALLIC HOLDING GEL

Available in 6 metallic colors (and the regular regular)



METAL HEAD METALLIC HOLDING GEL

For a sleek, metallic look that stays put.

Large 16 oz. bottle. Metallic Hold Gel comes in clear plastic bottle with screw-on cap.

DISCOUNT PRICE \$25.85

REGULAR PRICE \$30.00

DISCOUNT PRICE \$15.70

REGULAR PRICE \$19.00

GEL SAMPLE SIZE \$1.00

REGULAR PRICE \$2.00

GEL STICK METALLIC HOLDING GEL

GEL STICK METALLIC HOLDING GEL

Save 28%

All savings noted herein are based on list price.
List price is suggested retail price of your distributor or vendor.

Opp No.
125,739
(SO SEXY)

EXHIBIT 9-1

Deponent	M. Stiller
Date	9.28.04 Rptr mg
DEPOBOOK	

HAIR FOR

YOU WILL SEE OUR LOGOS CHANGE ON PRODUCT PACKAGES DURING 2003

Please compare the difference between the OLD BIG SEXY HAIR logo and the NEW sexy hair logo on the left and right hand side.
Watch for similar changes in all Sexy hair products.

OLD LOGO BIG

NEW LOGO bigsexyhair



sexy

GET 100% MORE HAIR IN YOUR HAIR GEL
FREE FOR THE NEW YEAR!

For limited time

Get a full size bottle of Big Sexy Hair Gel (4 oz.) FREE

- Big Size Price \$25.00
- Big Size Value \$10.00
- Big Size Retail Price \$40.00
- Big Size Retail Value \$20.00
- Big Size Retail Value \$24.00
- Big Size Retail Value \$25.00



Save 50%

straight hair

SUPER SIZE SEXY HAIR SHAMPOO & CONDITIONER
FOR STRAIGHT HAIR

Get a Super Size Shampoo
Shampoo & Conditioner
Super Size Shampoo

- Big Size Price \$10.00
- Big Size Value \$5.00
- Big Size Retail Price \$10.00
- Big Size Retail Value \$5.00
- Big Size Retail Value \$10.00
- Big Size Retail Value \$10.00

Save 50%

(Actual value may vary due to promotional offer)



THESE PRICING LEVELS ARE SUGGESTED. PLEASE CONTACT YOUR DISTRIBUTOR FOR CONFIRMED PRICING.

SHC 2376

9-2

UP LITERS THESE SPECIALS

HEALTHY SEXY HAIR SOY MILK SHAMPOO & CONDITIONER LITERS WITH FREE SOY FUEL POWER CONDITIONER BOOSTER

Pump up the volume! (\$2.00-\$2.40/liter)

• 1L Soymilk Shampoo \$3.80

• 1L Soymilk Conditioner \$3.80

• 1L Soy Fuel Power Conditioner Booster \$1.00

• US Soymilk Value: \$9.45

• US Soymilk Price: \$14.00 (C.D.)

• US Soymilk Value: \$14.00

• US Soymilk Price: \$14.50 (C.D.)

• US Soymilk Value: \$14.00

• US Soymilk Price: \$14.50 (C.D.)

• US Soymilk Value: \$9.45

• US Soymilk Price: \$14.00 (C.D.)

SAVE 55%



Product will contain tamper-evident sticker for US distribution only.

DUOS FOR RETAIL*

• Healthy Sexy Hair Soymilk Shampoo & Conditioner
• Healthy Sexy Hair Straight Shampoo & Conditioner Liters
• Healthy Sexy Hair Curly Shampoo & Conditioner Liters
• Healthy Sexy Hair Moisture Shampoo & Conditioner

Buy one liter of the Shampoo and Conditioner DUO products below:

• US Soymilk Value: \$14.00

• US Soymilk Value: \$14.50

• US Soymilk Value: \$14.00

• US Soymilk Value: \$14.00

• US Soymilk Value: \$14.00 (C.D.)

SAVE UP TO 40%

Product will contain tamper-evident sticker for US distribution only.



SHC 2377

9-3

